To: 2210 - Atlanta ROU, 2110 - Winston-Salem ROU, 1710 - Pittsburgh ROU,
1810 - Cinncinati ROU (WEBSTES), 6610 - Denver ROU, 6210 - Chicago ROU,
2610 - Dallas ROU, 6710 - Detroit ROU, 6910 - St. Louis ROU (PETERSA),
1210 - New York ROU (ALVICHA), 5810 - Houston ROU (HOWARDC),
6310 - Minneapolis ROU (EUBANKS), 5610 - Seattle ROU (SCOTTS),
5410 - S. California ROU (PECKHAK), 1310 - Philadelphia ROU (METZG),
1110 - Boston ROU (PROVENL), 2310 - S. Florida ROU (FINKLEP),
1610 - Buffalo ROU (BRZEZIE), 2910 - Richmond ROU (BUFFINC),
5100 - N. California Region, (FLOTTMD)

From: 6742 - Lansing Chain (FLANAGJ)

Posted: 11/27/96 10:41

Opened: 11/27/96 14:34

Subject: Kmart/SUPER K

PLEASE DISTRIBUTE THE ATTACHED TODAY.

CC: Shannon, Maureen

Sales		Retail
1221	1222	21,23
1222	1223	20,21,22,23,24,25,26,27,28,29
1223	1226	24,26,27
1224 3,4	1229	29,30
1225	ROM	
1226	PC	SC
1229	MC	PA
1240		
1244	RSM	RBM

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RJREYNOLDS

Tobacco Company

Dennis R. Bellinger
Key Account Manager

4710 W. Saginaw, Ste A
Lansing, MI 48917
517-321-9992
Fax 517-321-8950

November 27, 1996

TO:

ROU 1110	**ROU 2310**	**ROU 6310**
ROU 1210	**ROU 2610**	**ROU 6610**
ROU 1310	**ROU 2910**	**ROU 6710**
ROU 1610	**ROU 5110**	**ROU 6910**
ROU 1710	**ROU 5410**	
ROU 1810	**ROU 5610**	
ROU 2110	**ROU 5810**	
ROU 2210	**ROU 6210**	

PLEASE DISTRIBUTE TO ALL RJR RETAIL MANAGERS AND RJR RETAIL REPS WHO HAVE K-MART/SUPER K ACCOUNTABILITIES (CHAIN ID #0002-00-00 AND #0002-01-00).

RE: Kmart/SUPER K DECEMBER PROMOTION

Ladies & Gentlemen:

As information, all Kmart/Super K stores will be participating in a December couponing promotion with RJR. Details are as follows:

- All stores will receive an assortment of Winston and Salem product featuring $2.50 off coupons and an assortment of Best Value product with $2.00 off coupons. A breakdown by brand style is enclosed.
- All coupons will be preapplied at the KTD (Kmart Tobacco Distributor).
- The automatic distribution of the product to the stores was originally scheduled for the week of November 24; however, with that being a holiday week, the overwhelming majority of the stores will receive their automatic shipment during the week of December 2, 1996.

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- During your normal coverage of the stores, RJR personnel will be responsible for the following.
  - Ensure that the product was adequately received from the KTD.
  - Place appropriate signage in the store to properly communicate the offer to consumers.
  - Ensure that the product is appropriately displayed on either our space on the carton configuration or on the third and fourth shelf of the new competitive promotional unit which some of the stores are featuring as part of the new 1997 merchandising program for Kmart.

Thank you for your help in handling this matter. Any problems with regard to the stores receiving their distribution on the above-listed promotional offer should be directed to Maureen Shannon at (810)475-5602.

Sincerely,

Dennis

Dennis R. Bellinger

Enclosure
DRB/jmf

KMARTLT7.DOC

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BRAND DISTRIBUTION LIST

		# OF CARTONS	
MOPS #	***STYLE***	***K-MART***	***SUPER K***
57 0002 113	Winston F 85	5	10
57 0013 110	Winston F 100	4	8
57 0009 118	Winston Lt 85	5	10
57 0022 111	Winston Lt 100	3	6
57 0073 114	Winston Ult 100	3	6
57 0436 113	Best Value F 85	4	5
57 0438 119	Best Value F 100	5	10
57 0440 115	Best Value Lt 85	4	5
57 0442 111	Best Value Lt 100	4	10
57 0870 113	Best Value Ult 100	4	5
57 0866 111	Best Value LM 100	4	5
57 0010 116	Salem F 85	4	10
57 0016 113	Salem F 100	3	6
57 0008 110	Salem Lt 85	4	10
57 0014 118	Salem Lt 100	4	10
57 0088 112	Salem Slim Lt 100	0	4
	TOTAL:	**60**	**120**

KMARTA4.DOC

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